

# AGDA

## STUDIO PARTNERSHIP & MEMBERSHIP OVERVIEW

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## 2018

AUSTRALIAN GRAPHIC DESIGN ASSOCIATION LTD  
PO BOX 6426, HALIFAX STREET, SA 5000 AUSTRALIA  
SECRETARIAT@AGDA.COM.AU

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ARBN 060 227 287 ABN 13 813 089 272  
MEMBER ICGRADA INTERNATIONAL COUNCIL  
OF GRAPHIC DESIGN ASSOCIATIONS

WE'RE HERE  
TO SHOW  
THE WORLD  
EXACTLY WHAT  
AUSTRALIAN  
DESIGN  
CAN DO.

**Our Purpose  
Our Brand**

—  
**AGDA Design Awards**

—  
**Spit & Polish  
First Five Out  
Design Means Business  
New Frontiers  
Shot Down  
Pecha Kucha  
Icons Dinners**

—  
**Member & Audience  
Snapshot  
Partnership Opportunities  
& Unique Solutions**

**AGDA**

STUDIO  
PARTNERSHIP  
& MEMBERSHIP  
OVERVIEW  
2018

# THE STUFF INSIDE

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# WE'RE HERE TO MAKE A DIFFERENCE

AGDA is the peak national organisation representing the Australian communication design industry.

With our members distributed throughout the creative, visual communications, applied design and technology sectors, it is dedicated to advancing the profession through an interrelated program of local, national and international activities in education, advocacy and professional development.

Founded in 1988 by a small, but passionate group of Melbourne-based designers, it didn't take long before they were joined by fifty designers from across the country, and marched into history when they joined together on stage at the Mildura Conference to symbolise their solidarity and project their vision for the future.

**Our core purpose is the constant development and championing of the professional standing and creative excellence of the Australian design industry.**

We're here to make a difference.

# WE'RE THE CONNECTING FORCE THAT UNITES OUR INDUSTRY

We are an open community of creative minds; we're designers, thinkers, doers, makers, writers, speakers, managers. We're business owners, mentors, students, CEOs, artists and educators. We're diverse, and we're ambitious.

We're for Australian design and designers. But we are also fully open to the world around us. A world of great change and even greater opportunity...

We champion excellence in Australian design, setting and upholding world leading standards in strategic thinking, professional practice, education and craft. Because we believe great design can change lives, drive business and make the world a better place.

We partner with fellow organisations to achieve maximum impact, sharing the best of Australian design with the world, and bringing the best of the world back home. Because we believe there should be no barrier to the world's leading ideas, education and people.

**We connect, support and inspire our creative community to drive change and take the future of design into their own hands.**

AGDA is the connecting force that unites our industry. It celebrates the things that make us different and the things that pull us together. It encourages us to ask questions, to challenge the status quo and to work together for the future of Australian design.

We are a perfect balance between unity and diversity.

# WE'RE THE BENCHMARK FOR CREATIVE EXCELLENCE IN AUSTRALIAN DESIGN



When a community-minded bunch of designers got together and formed the idea of AGDA, it was founded in a world without mobile phones, computers, internet or climate change.

Thirty years on, everyday, every hour, seems like an awards day. As designers we are bombarded by tweets, pokes and flashes of what's new, what's hot. Numerous examples of award winning work are everywhere and they wash over us all from all corners of the globe.

Sophisticated design and creative education have overwhelmed us with an abundance of design talent, which in turn have pushed us all to think, strive and be better at what we do. In one day, one tweet, one internet post, a studio can achieve an extraordinary amount of recognition, feedback and publicity.

It is in this space that the AGDA Design Awards were born.



## **AGDA Design Awards**

- 1500+ entries
- 400+ finalists
- 70+ Distinctions
- 8 Pinnacles
- 1 Studio of the Year
- 1 Hall of Fame Inductee
- 300+ Gala Dinner
- 100+ Cocktail Evening

Each year, AGDA runs dozens of speaker tours, seminars, workshops, mentoring programs and social get-togethers, in every capital city of Australia. Our total attendances are well in excess of four thousand. We have a solid mix of young creatives and seasoned practitioners joining us.

We don't just cater for our members. Most events are open to anyone who is interested. Of course, they'll have to pay more, and they gladly do. We are well supported by the wider design community with all of our activities.

All of our events have been invented, refined, managed and rolled out, by our volunteer regional councils, in conjunction with AGDA's events team. They are created by the same community they are designed for. Some events are tailored specifically to students and graduates, while others are best suited to business owners and creative directors.

If you're thinking this all sounds like too much hard work, we certainly don't ignore the social side of things. Not at all. We believe that the personal development that comes from social interactions with your peers is a crucial element in forging a resilient design community. Regular gatherings at local tap houses and restaurants keep us connected and in touch.

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### 2017 Events Program

- over 75 events in 8 cities
- over 4200 attendees
- 4 international speakers
- Australian premiere of Graphic Means documentary

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Paid Members	2,500
Web Subscribers	7,000

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**Active Membership 9,500**

Emerging Designers	4,000	42%
Practicing Designers	5,500	58%

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#### Total Event Attendance

Public	2,200	49%
Members	2,300	51%

#### Unique Attendances

Public	1200	60%
Members	800	40%

#### Award Entries

Public	5%
Members	95%

While the figures shown have been rounded to simplify calculation and aid comprehension, they are all within the acceptable range of accuracy and give a true and honest account of our organisation.

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#### Social Media

Facebook	14,300
Twitter	17,000
Instagram	2,000

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**Total Reach 33,300**

#### EDM Responses

Average Open	42.55%
Average Click	8.09%

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WE SHARE THE  
STAGE WITH  
YOU, BUT YOU  
ARE THE STAR  
AND WE WANT  
YOU TO SHINE.

—  
**\$10,000**

Partnership Period: 12 months

**Studio Partnership Benefits:** An exclusive partnership level with only ten (10) Studio Partnerships available per year. Includes ten (10) Professional memberships

Partner Recognition and Acknowledgement

- Recognition as Studio Partner on the AGDA website with logo linked to the Partner's own website
- Acknowledgement of StudioPartner on all AGDA publications including member emails, newsletters and national event promotions
- Logo displayed on AGDA 'Partnership Slide' at all National and Regional events
- Profile Page on AGDA Website

Promotion

- 4 opportunities per year to communicate directly with members through targeted EDMs
- 2 opportunities per year to place a banner advertisement in National EDM communications to members
- Free classified on AGDA website
- Opportunities to present on behalf of AGDA at national and international forums
- Exclusive Invites to speaker dinners
- Studio visits from International Speakers
- Opportunities to curate an event for AGDA

National and Regional Events

- VIP invitation to all AGDA events
- Hosting opportunities for AGDA events
- 10 guest tickets to events
- Exclusive events and workshops for Studio Partners

AGDA Design Awards

- Studio Partnership level acknowledged on all AGDA Design Awards publications
- Receive 5 complimentary tickets to the AGDA Design Awards Gala Presentation event (Does not include flights and/or accommodation)
- Receive 10 complimentary entries to the AGDA Design Awards
- Receive 5 complimentary copies of the AGDA Design Awards printed compendium

Memberships

- Receive 10 complimentary Professional memberships for your staff.
- Additional memberships can be purchased with a 25% discount

Availability

- Only 10 Studio Partnerships are available in a calendar year. Incumbent Partners have first right of refusal.

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**\$3,000**

Partnership Period: 12 months

**Studio Membership Benefits:** An exclusive membership level with only thirty (30) Studio Memberships available per year. Includes five (5) Professional memberships

Partner Recognition and Acknowledgement

- Recognition as Studio Member on the AGDA website with logo linked to the Partner's own website
- Studio Profile Page on AGDA Website

Promotion

- Free classifieds on AGDA website
- Opportunities to present on behalf of AGDA at national and international forums

National and Regional Events

- VIP invitation to all AGDA events
- Hosting opportunities for AGDA events
- 5 guest tickets to events
- Exclusive events and workshops for Studio Members

AGDA Design Awards

- Receive 2 complimentary tickets to the AGDA Design Awards Gala Presentation event (Does not include flights and/or accommodation)
- Receive 5 complimentary entries to the AGDA Design Awards
- Receive 2 complimentary copies of the AGDA Design Awards printed compendium

Memberships

- Receive 5 complimentary Professional memberships for your staff.
- Additional memberships can be purchased with a 15% discount

Availability

- Only 30 Studio Partnerships are available in a calendar year. Incumbent Studio Members have first right of refusal.

	Studio Member	Studio Partner
<b>Annual Fee</b>	\$3,000	\$10,000
<b>Availability</b>	30 only	10 only
<b>Memberships</b>		
Individual Memberships included	5	10
Discount on additional memberships	15%	25%
<b>Awards</b>		
Free Award Entries	5	10
Tickets to the Awards Gala Event	2	5
Copies of Awards Compendium	2	5
<b>Events</b>		
Guest Tickets to events	5	10
Exclusive events & workshops for Studio Members/Partners	•	•
<b>Promotion</b>		
Profile page on AGDA website	•	•
Opportunities to present on behalf of AGDA		•
Exclusive invites to speaker dinners		•
Studio Visits from International Speakers		•
Opportunities to curate an AGDA event		•



- The Partner must provide AGDA with all relevant electronic logo files and company profile content to feature on the AGDA website and other printed and digital collateral within 5 working days of signing the AGDA Partnership agreement.
- The supply of all printed and electronic material such as advertisements, banner ads and direct mail marketing material are the responsibility of the Partner. This includes notifying AGDA Head Office of those opportunities they wish to take up in communicating to members.
- All material supplied will need to be approved by AGDA before distribution.
- Partner must notify AGDA Head Office one week in advance of any events they wish to attend to allow suitable time to ensure complimentary tickets are issued in time for each event.
- Complimentary tickets are not valid for Partner run workshops.
- Industry Exclusive is defined as Partners holding the exclusive right to their core business category in the nominated Partnership level. Exclusivity is restricted to the nominated Partnership level only.
- Non-Industry Exclusive is defined as no restrictions on the number of Partners from any business category within the nominated Partnership level.
- Limits per calendar year apply to Studio Partnerships and provide encumbant partners with first right of refusal.

GO ON.  
YOU  
KNOW  
YOU  
WANT  
TO.